



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

**DISEI**  
DIPARTIMENTO DI SCIENZE  
PER L'ECONOMIA E L'IMPRESA

*workshop*

# Behavioural and Experimental Economics for Sustainability

**BEES – FLORENCE 2024**

**KEYNOTE LECTURE**

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Florence  
Novoli Social Sciences Campus



**EAERE**  
European Association  
of Environmental and  
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